

ORDER



KSNV

Orders	Order / Rev:	103615
	Alt Order #:	06830030
	Product Desc:	BERKLEY FOR SENATE
	Estimate:	30S
	Flight Dates:	10/09/12 - 10/15/12
	Original Date / Rev:	06/27/12 / 10/11/12
	Order Type:	GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency	Name:	<u>Shorr Johnson Magnus</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>1831 Chestnut St.</u>
		<u>Philadelphia, PA 19103</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Berkley, Shelley, for Senate
	Demographic:	A25-54
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

ed

New Business Thru: _____

Order Separation: 00:05:00

Advertiser External ID: _____

Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/15/12	114	\$44,650.00	\$37,952.50	October 2012	114	\$44,650.00	\$37,952.50	0.00
					Totals	114	\$44,650.00	\$37,952.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share	Share	Total
KSNV	20%	\$44,650.00
Market	100%	\$223,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$71,440.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$46,882.50
KTUD	0%	\$0.00
KVVU	25%	\$55,812.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,465.00

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagner	M		430a-5a		-TWT---	:30	4	\$50.003	0.00	NM		4	\$200.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWT---			4		\$50.00		0.00						

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagner	M	430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00											
Wake Up Early Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/08/12	10/14/12	-TWT---	4	\$50.00	0.00																					
E 2	KSNV	10/15/12	10/15/12	Wake Up Early w/ Wagner	M	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00											
Wake Up Early Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/15/12	10/21/12	M-----	1	\$50.00	0.00																					
E 3	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wagner	M	5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
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Week: 10/15/12	10/21/12	M-----	1	\$200.00	0.00																					
E 4	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagner	M	5-6a	-TWT---	:30	4	\$200.00	3	0.00	NM	4	\$800.00											
M-F 5-6a WakeUp w/Wagners																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/08/12	10/14/12	-TWT--	4	\$200.00	0.00																					
E 5	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wagner	M	6-7a	-TWT--	:30	8	\$300.00	3	0.00	NM	8	\$2,400.00											
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/08/12	10/14/12	-TWT--	8	\$300.00	0.00																					
E 6	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagner	M	6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00											
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/15/12	10/21/12	M-----	2	\$300.00	0.00																					
E 7	KSNV	10/15/12	10/15/12	Today Show	CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00											
Today Show																										
TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/15/12	10/21/12	M-----	3	\$400.00	0.00																					
E 8	KSNV	10/09/12	10/12/12	Today Show	CM	658a-9am	-TWT--	:30	12	\$400.00	3	0.00	NM	12	\$4,800.00											
Today Show																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/08/12	10/14/12	-TWT--	12	\$400.00	0.00																					
E 9	KSNV	10/09/12	10/12/12	Noon News	CM	12-1230pm	-TWT--	:30	4	\$175.00	3	0.00	NM	4	\$700.00											
Noon News																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/08/12	10/14/12	-TWT--	4	\$175.00	0.00																					
E 10	KSNV	10/15/12	10/15/12	Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00											
Noon News																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/15/12	10/21/12	M-----	1	\$175.00	0.00																					
E 13	KSNV	10/09/12	10/12/12	Dr. Phil	CM	3-4p	-TWT--	:30	4	\$200.00	3	0.00	NM	4	\$800.00											
Dr. Phil																										
PHIL																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/08/12	10/14/12	-TWT--	4	\$200.00	0.00																					
E 14	KSNV	10/15/12	10/15/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00											
Dr. Phil																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/15/12	10/21/12	M-----	1	\$200.00	0.00																					
E 15	KSNV	10/15/12	10/15/12	CM	4-5pm	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00												

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser:	Berkley, Shelley for Senate
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Estimate:	30S

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Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Whe@M		630-730pm		-----S-	:30	2	\$250.00	3	0.00	NM		2	\$500.00
				WKND Jeop/Wheel													
				JEP/WHEEL													
E 27	KSNV	10/14/12	10/14/12	News 3 Live in Prime	CM	7-10pm		-----S	:30	1	\$600.00	3	0.00	NM		1	\$600.00
				News 3 in Prime													
				NEWS AFTER NFL IN PRIME													
				Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
				Week: 10/08/12	10/14/12	-----S		1	\$600.00		0.00						
E 28	KSNV	10/12/12	10/12/12	Fri PR 9-10p	CM	9-10pm		----F--	:30	1	\$1,000.00	3	0.00	NM		1	\$1,000.00
				Friday Prime 9-10pm													
				GRIMM													
				Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
				Week: 10/08/12	10/14/12	----F--		1	\$1,000.00		0.00						
E 29	KSNV	10/12/12	10/12/12	Fri PR 8-9p	CM	8-9pm		----F--	:30	1	\$750.00	3	0.00	NM		1	\$750.00
				Friday Prime 8-9pm													
				WHIT/COMM													
				Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
				Week: 10/08/12	10/14/12	----F--		1	\$750.00		0.00						
E 30	KSNV	10/10/12	10/10/12	Wed PR 9-10p	CM	9-10pm		--W----	:30	1	\$1,700.00	3	0.00	NM		1	\$1,700.00
				Wednesday Prime 9-10pm													
				SVU													
				Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
				Week: 10/08/12	10/14/12	--W----		1	\$1,700.00		0.00						
E 31	KSNV	10/10/12	10/10/12	Wed PR 10-11p	CM	10-11pm		--W----	:30	1	\$1,400.00	3	0.00	NM		1	\$1,400.00
				Wednesday Prime 10-11pm													
				CHICAGO FIRE													
				Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
				Week: 10/08/12	10/14/12	--W----		1	\$1,400.00		0.00						
E 34	KSNV	10/15/12	10/15/12	The Tonight Show	CM	1135p-1237a		M-----	:30	2	\$500.00	1	0.00	NM		2	\$1,000.00
				Tonight Show													
				TON SHOW													
				Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
				Week: 10/15/12	10/21/12	M-----		2	\$500.00		0.00						
	Spot	Ch	Date Range	Description			Start/End Time										
1	KSNV	10/15/12-10/21/12	The Tonight Show				1135p-1237a										
				See MG 34.3,34.4													
				[NOT AVAILABLE RATE] NOT AVAILABLE RATE													
2	KSNV	10/15/12-10/21/12	The Tonight Show				1135p-1237a										
				See MG 34.3,34.4													
				[NOT AVAILABLE RATE] NOT AVAILABLE RATE													
3	KSNV	10/15/12-10/15/12	The Tonight Show				1135p-1237a										
				Ⓜ MG for 34.2,34.1													
				[Revised Rate to Reinstate]													
4	KSNV	10/15/12-10/15/12	The Tonight Show				1135p-1237a										
				Ⓜ MG for 34.2,34.1													
				[Revised Rate to Reinstate]													
E 35	KSNV	10/09/12	10/12/12	The Tonight Show	CM	1135p-1237a		-TWTF--	:30	8	\$500.00	1	0.00	NM		8	\$4,000.00
				Tonight Show													
				TON SHOW													
				Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
				Week: 10/08/12	10/14/12	-TWTF--		8	\$500.00		0.00						

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E 35	KSNV	10/09/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$500.00	1	0.00	NM	8	\$4,000.00
TON SHOW															
Spot	Ch	Date	Range	Description	Start/End Time										
Week: 10/08/12 - 10/14/12 -TWTF-- 8 \$500.00 0.00															
1	KSNV	10/08/12-10/14/12	The Tonight Show	See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	1135p-1237a										
2	KSNV	10/08/12-10/14/12	The Tonight Show	See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	1135p-1237a										
3	KSNV	10/08/12-10/14/12	The Tonight Show	See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	1135p-1237a										
4	KSNV	10/08/12-10/14/12	The Tonight Show	See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	1135p-1237a										
5	KSNV	10/08/12-10/14/12	The Tonight Show	See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	1135p-1237a										
6	KSNV	10/08/12-10/14/12	The Tonight Show	See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	1135p-1237a										
7	KSNV	10/08/12-10/14/12	The Tonight Show	See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	1135p-1237a										
8	KSNV	10/08/12-10/14/12	The Tonight Show	See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	1135p-1237a										
9	KSNV	10/09/12-10/12/12	The Tonight Show	⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]	1135p-1237a										
10	KSNV	10/09/12-10/12/12	The Tonight Show	⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]	1135p-1237a										
11	KSNV	10/09/12-10/12/12	The Tonight Show	⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]	1135p-1237a										
12	KSNV	10/09/12-10/12/12	The Tonight Show	⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]	1135p-1237a										
13	KSNV	10/09/12-10/12/12	The Tonight Show	⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]	1135p-1237a										
14	KSNV	10/09/12-10/12/12	The Tonight Show	⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]	1135p-1237a										
15	KSNV	10/09/12-10/12/12	The Tonight Show	⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]	1135p-1237a										
16	KSNV	10/09/12-10/12/12	The Tonight Show	⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]	1135p-1237a										
E 36	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.00	3	0.00	NM	4	\$1,700.00
NEWS															
Spot	Ch	Date	Range	Description	Start/End Time										
Week: 10/08/12 - 10/14/12 -TWTF-- 4 \$425.00 0.00															
E 37	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.00	3	0.00	NM	1	\$425.00

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
NEWS																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/15/12		10/21/12		M-----		1	\$425.00		0.00							
E 38	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven		CM		11pm-1135pm	-----SS		:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/08/12		10/14/12		-----SS		2	\$400.00		0.00							
E 39	KSNV	10/13/12	10/13/12	Saturday Today		CM		7a-9am	-----S-		:30	2	\$225.00	3	0.00	NM	2	\$450.00
SAT TODAY																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/08/12		10/14/12		-----S-		2	\$225.00		0.00							
E 40	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY		6a-7a		-----S-	:30		2	\$150.00	3	0.00	NM	2	\$300.00	
NEWS																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/08/12		10/14/12		-----S-		2	\$150.00		0.00							
E 41	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY		9am-930am		-----S-	:30		1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/08/12		10/14/12		-----S-		1	\$200.00		0.00							
E 42	KSNV	10/14/12	10/14/12	Sunday Today		CM		7a-8am	-----S		:30	2	\$350.00	3	0.00	NM	2	\$700.00
SUN TODAY																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/08/12		10/14/12		-----S		2	\$350.00		0.00							
E 43	KSNV	10/13/12	10/13/12	Saturday Night Live		CM		1130pm-1:02am	-----S-		:30	1	\$550.00	3	0.00	NM	1	\$550.00
SNL																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/08/12		10/14/12		-----S-		1	\$550.00		0.00							
N 44	KSNV	10/09/12	10/12/12	M-F Early News		CM		5-630p	-----TWTF--		:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/08/12		10/14/12		-----TWTF--		2	\$1,200.00		0.00							
N 45	KSNV	10/09/12	10/12/12	Late Night w/Fallon		CM		1237a-136am	-----TWTF--		:30	2	\$250.00	1	0.00	NM	2	\$500.00
FALCON																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/08/12		10/14/12		-----TWTF--		2	\$250.00		0.00							
N 46	KSNV	10/09/12	10/12/12	The Agenda 1230pm		CM		1230-1p	-----TWTF--		:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
The Agenda																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/08/12		10/14/12		-----TWTF--		4	\$325.00		0.00							
N 47	KSNV	10/15/12	10/15/12	The Agenda 1230pm		CM		1230-1p	M-----		:30	1	\$325.00	1	0.00	NM	1	\$325.00
The Agenda																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/15/12		10/21/12		M-----		1	\$325.00		0.00							
N 48	KSNV	10/10/12	10/12/12	M-F Jeop/Wheel		CM		630-730pm	-----W-F--		:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
M-F Jeop/Wheel																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/08/12		10/14/12		-----W-F--		2	\$1,300.00		0.00							
N 49	KSNV	10/10/12	10/12/12	The Agenda 1230pm		CM		1230-1p	-----WTF--		:30	1	\$325.00	1	0.00	NM	1	\$325.00
The Agenda																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/08/12		10/14/12		-----WTF--		1	\$325.00		0.00							
N 50	KSNV	10/10/12	10/12/12	Late Night w/Fallon		CM		1236a-136am	-----WTF--		:30	2	\$250.00	1	0.00	NM	2	\$500.00
Late Night w/Fallon																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/08/12		10/14/12		-----WTF--		1	\$250.00		0.00							

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
Late Night w/Fallon																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 --WTF-- 2 \$250.00 0.00																
														Totals	114	\$44,650.00